

Account Number: 399464 Sales Level: 122604
Name: SHOPRITE 205
BROWERTOWN RD LITTLE FALLS NJ 07424

*** 04/01/96 Thru 06/30/96 *** Total Stores: 1

FULL PRICE	Cartons	SOM	BRANDED SAVINGS	Cartons	SOM
MARLBORO	2045.0	28.5%	DORAL	355.0	5.0%
WINSTON	663.0	9.2%	MONTCLAIR	74.0	1.0%
SALEM	475.0	6.6%	MISTY	40.0	0.6%
PARLIAMENT	422.0	5.9%	Other	40.0	0.6%
VIRGINIA SLI	357.0	5.0%	Total	509.0	7.1%
NEWPORT	340.0	4.7%	PL/BLK & WHT	Cartons	SOM
Other	2238.0	31.2%	WORTH	119.0	1.7%
Total	6540.0	91.2%	Total	119.0	1.6%

** Qtr 4 - 1996 ** Total Stores:

FULL PRICE	Cartons	SOM
No data avail		

** Qtr 3 - 1996 ** Total Stores:

FULL PRICE	Cartons	SOM
No data avail		

BRANDED SAVINGS
No data avail

BRANDED SAVINGS
No data avail

PL/BLK & WHT
No data avail

PL/BLK & WHT
No data avail

** Qtr 2 - 1996 ** Total Stores: 1

FULL PRICE	Cartons	SOM
MARLBORO	2045.0	28.5%
WINSTON	663.0	9.2%
SALEM	475.0	6.6%
PARLIAMENT	422.0	5.9%
VIRGINIA SLI	357.0	5.0%
NEWPORT	340.0	4.7%
Other	2238.0	31.2%
Total	6540.0	91.2%

BRANDED SAVINGS	Cartons	SOM
DORAL	355.0	5.0%
MONTCLAIR	74.0	1.0%
MISTY	40.0	0.6%
Other	40.0	0.6%
Total	509.0	7.1%

PL/BLK & WHT	Cartons	SOM
WORTH	119.0	1.7%
Total	119.0	1.6%

** Qtr 1 - 1996 ** Total Stores: 1

FULL PRICE	Cartons	SOM
MARLBORO	1939.0	28.8%
WINSTON	533.0	7.9%
NEWPORT	374.0	5.6%
SALEM	368.0	5.5%
VIRGINIA SLI	362.0	5.4%
PARLIAMENT	360.0	5.4%
Other	2230.0	33.2%
Total	6166.0	91.7%

BRANDED SAVINGS	Cartons	SOM
DORAL	291.0	4.3%
MONTCLAIR	55.0	0.8%
MISTY	51.0	0.8%
Other	65.0	1.0%
Total	462.0	6.8%

PL/BLK & WHT	Cartons	SOM
WORTH	93.0	1.4%
Total	93.0	1.3%

*** Distribution of RJR Information to unauthorized person(s) is prohibited ***

51849 8091

Account Number: 399464 Sales Level: 122604
 Name: SHOPRITE 205
 BROWERTOWN RD LITTLE FALLS NJ 07424

	Qtr 1 - 1996	Qtr 2 - 1996	Qtr 3 - 1996	Qtr 4 - 1996	04/01/96 Thru 06/30/96
TOTAL STORES	1	1			1
FULL PRICE					
MARLBORO	28.8%	28.5%			28.5%
WINSTON	7.9%	9.2%			9.2%
SALEM	5.5%	6.6%			6.6%
PARLIAMENT	5.4%	5.9%			5.9%
VIRGINIA SLI	5.4%	5.0%			5.0%
NEWPORT	5.6%	4.7%			4.7%
Other	33.1%	31.3%			31.3%
TOTAL	91.7%	91.2%			91.2%
BRANDED SAVINGS					
DORAL	4.3%	5.0%			5.0%
MONTCLAIR	0.8%	1.0%			1.0%
MISTY	0.8%	0.6%			0.6%
Other	0.9%	0.5%			0.5%
TOTAL	6.8%	7.1%			7.1%
PL/BLK & WHT					
WORTH	1.4%	1.7%			1.7%
Other	0.1%	0.1%			0.1%
TOTAL	1.3%	1.6%			1.6%
Total Industry Volume					
Cartons	6721.0	7168.0			7168.0
Vol % Change	N/A	+6.65%	-100.00%	+0.00%	+0.00%
Industry Weekly Average					
Cartons	517.0	551.3			551.3
Weekly Store Average					
Industry	517.00	551.30			551.30
RJR	129.00	156.70			156.70

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	Qtr 1 - 1996	Qtr 2 - 1996	Qtr 3 - 1996	Qtr 4 - 1996	04/01/96 Thru 06/30/96
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TOTAL STORES	1	1			1
TOTAL SOM					

RJR	24.9%	28.5%			28.5%
PM	48.4%	47.2%			47.2%
BAT	13.5%	12.0%			12.0%
LOR	10.7%	10.0%			10.0%
L&M	2.5%	2.3%			2.3%
OTH					
FULL PRICE					

RJR	19.2%	21.8%			21.8%
PM	48.4%	47.2%			47.2%
BAT	11.0%	9.9%			9.9%
LOR	10.7%	10.0%			10.0%
L&M	2.5%	2.3%			2.3%
OTH					
All Cigt	91.7%	91.2%			91.2%
BRANDED SAVINGS					

RJR	4.3%	5.0%			5.0%
PM					
BAT	2.5%	2.1%			2.1%
LOR					
L&M					
OTH					
All Cigt	6.8%	7.1%			7.1%
PL/BLK & WHT					

RJR	1.4%	1.7%			1.7%
PM					
BAT					
LOR					
L&M					
OTH					
All Cigt	1.3%	1.6%			1.6%

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